



Annual Constituent Communications Plan

August 4, 2021

What triggers a constituent communication?

- Account Creation
- New pledge
- Pledge payment
- Gift payment
- Significant personal event: birthday, anniversary
- Anniversary of gift
- Event

Current communications

Target	Content	Call to Action	when	by	Notes
Brick donors	acknowledgement email	none	Instant	Neon	Neon system email
Brick donors	receipt email	none	Instant	Neon	Neon system email
All donors	New pledge email	none	Instant	Neon	Neon system email
All donors	New payment email	none	Instant	Neon	Neon system email
All donors < \$10,000	Gift ack letter	none	48 hours – no notes	Anita/Justin	Neon mail campaign
All donors >= \$10,000	Gift ack letter	none	1 week – JD notes	Anita/Justin	Neon mail campaign
Current donors	Year-end tax letter	none	December	Anita	Neon mail campaign
Current donors	Giving Circles Newsletter	News / Give	Quarterly (see detail below)	Burke/Perry	Neon email campaign

New communications to discuss

Donation Follow Up Actions

Target	Content	when	by	Method	Start date
Donors \$50?? - 10,000	Personal note or call – thank	Within 5 business days	Perry/Anita	Neon activity	Now
Donors >= \$10,000	Personal note or call - thank	Within 5 business days	Justin	Neon activity	Now

Donor Stewardship & Cultivation

Target	Content	Call to Action	when	by	Method	Start date
Brick donors	Annual giving or other	Join ranks of our annual donors	1 month after donation	Neon - auto	Neon email campaign	8/2022
Current donors	Gift anniversary	Renew your support today	11 months	Neon - auto	Neon email campaign	9/2022
All donors:	Significant event (birthday/anniversary)	none	Day of event	Neon - auto	Neon Workflow or weekly report	future
Current \$10,000+ donors: advance ticket notices	Event information, purchase links	Order online now	5?? business days before sale date	Neon - auto	Neon Workflow based on Event date	7/2023

New Account Drip Campaign

Target	Content	Call to Action	when	by	Method	Start date
New account	1. Welcome – team photo, what interests them (form), link to create account, add birthdate, etc	Tell us more about you and your family	1 day	Neon - auto	Neon email campaign	9/2022
New account	2. About the CCA– fly through, current initiatives, etc	Learn more about CCA	2 days	Neon - auto	Neon email campaign	9/2022
New account	3. Ways to help – Volunteer and learning opportunities.	Get more involved with Cain Center	3 days	Neon - auto	Neon email campaign	9/2022
New account	4. Get all our info – links to social media feeds.	Follow us!	4 days	Neon - auto	Neon email campaign	9/2022
New account (non-donors only)	5. Support the CCA	Make an annual gift	5 days	Neon - auto	Neon email campaign	9/2022
New account	6. Constituent poll	Tell us what you think	6 months	Neon - auto	Neon email campaign	9/2022

Donor Renewal Campaign

Target	Content	Call to Action	when	by	Method	Start Date
All non-renewed donors	1: Our impact this year	Renew your support!	October 1	Neon - Anita	Neon mail campaign	10/2022
All non-renewed donors	2: Impact story	Impact of your support	November 1	Neon - auto	Neon email campaign	11/2022
All non-renewed donors	3: Year-end giving	Now's the best time to give!	December 1	Neon - auto	Neon email campaign	12/2022

Annual Donor Retention

Target	Content	Call to Action	when	by	Method	Start Date
Current donors	Donor Newsletter Q1	Scholarships / News / Give	2 nd week in January – Jan 13 th	Burke/Perry	Neon email campaign	1/2022
All non-renewed donors	Support Scholarships	Support our students	3 rd week in January	Neon - auto	Neon email campaign	1/2022
Current donors	Donor Newsletter Q2	Our programs / News / Give	2 nd week in April – April 14 th	Burke/Perry	Neon email campaign	4/2022
All non-renewed donors	Info & renewal appeal	Buy tickets & give	3 rd week in April	Neon - auto	Neon email campaign	4/2022
Current donors	Donor Newsletter Q3	Our new season / News / Give	2 nd week in July – July 14 th	Burke/Perry	Neon email campaign	7/2022
All non-renewed donors	New season details	Support us!	3 rd week in July	Neon - auto	Neon email campaign	7/2022
Current donors	Donor Newsletter Q4	Our new season / News / Give	2 nd week in October	Burke/Perry	Neon email campaign	10/2022
All non-renewed donors	Information & renewal appeal, Giving Tuesday?	Unique giving opportunity / Giving Tuesday/ Galas	3 rd week in October – Oct 14 th	Neon - auto	Neon email campaign	10/2022

New Prospects

Target	Content	Call to Action	when	by	Method	Start Date
New prospects in Neon	Introducing the Cain Center for the Arts	Join us / support us	Quarterly	Perry	Neon mail campaign	10/2022

Event Follow Up

Target	Content	Call to Action	when	by	Method	Start Date
Non-donor event attendees	Thanks for attending, we hope you enjoyed it.	Support the Cain Center for the Arts	2 business days after event	Neon - auto	Neon email campaign	9/2021

Sponsorship Drip Campaign

Target	Content	Call to Action	when	by	Method	Start Date
Non donor companies in Neon; selected prospects	Intro to Cain Center; Sponsorship Opportunities for FY23;	Sponsor Events/Programs	October 15	Perry	Neon email campaign	10/2021
Same	Cain Center audience demographics, sponsorship benefits	Deadline is approaching	October 31	Perry	Neon email campaign	10/2021
Same	Last call	Commitment	November 15	Perry	Neon email campaign	10/2021

Giving Tuesday Campaign (optional)

Target	Content	Call to Action	when	by	Method
All donors	Drip 1 – Story 1	Give now	1 week before GT	Neon - auto	Neon email campaign
All non-GT donors	Drip 2 – Story 2 & Matching	Give now and double support	1 day before GT	Neon - auto	Neon email campaign
All non-GT donors	Drip 3 – Story 3	Give now	On Giving Tuesday	Neon - auto	Neon email campaign
All non-GT donors	Drip 4 – other giving opportunities	You can still support us	1 day after GT	Neon - auto	Neon email campaign
All GT donors	Thank you – impact/total raised	Thank you	1 day after GT	Neon - auto	Neon email campaign

Possible future communications based on Windfall data.....

Target	Content	Call to Action	when	by	Method
Donors with change in employment status	Congratulations on your promotion	None	Windfall trigger	Neon - auto	Workflow
Non donors: Philanthropic giving record	Please consider Cain Center	Support CCA	December 1	Neon - auto	Workflow
Etc.					

Neon Task List – what is needed for the above, in production order:

1. Events
 - a. Create all FY Events - AO
2. Reports
 - a. Personal notes
 - b. Event Invitations and Attendance
3. Activities
 - a. Personal note reports to staff
4. Workflows – based on donor activity triggers
 - a. Welcome Drip non donors – with appeal
 - b. Welcome Drip for donors – no appeal
 - c. Event Attendees follow up appeal
 - d. Brick donors upgrade appeal
 - e. Donor gift anniversary appeal
 - f. Happy birthday message – no appeal (future)
 - g. Giving Tuesday drip (future)
5. Mail Campaigns – fixed dates
 - a. Renewal letter 1
 - b. Quarterly prospects introduction/appeal (including Windfall)
6. Email Campaigns – fixed dates
 - a. Optional quarterly donor newsletter follow up – surveys, special appeals such as Giving Tuesdays, etc.
 - b. Renewal message 2
 - c. Renewal message 3
 - d. Sponsorship 1, 2, 3

PM to produce all except where noted.